

Scoring healthcare: Navigating customer experience ratings

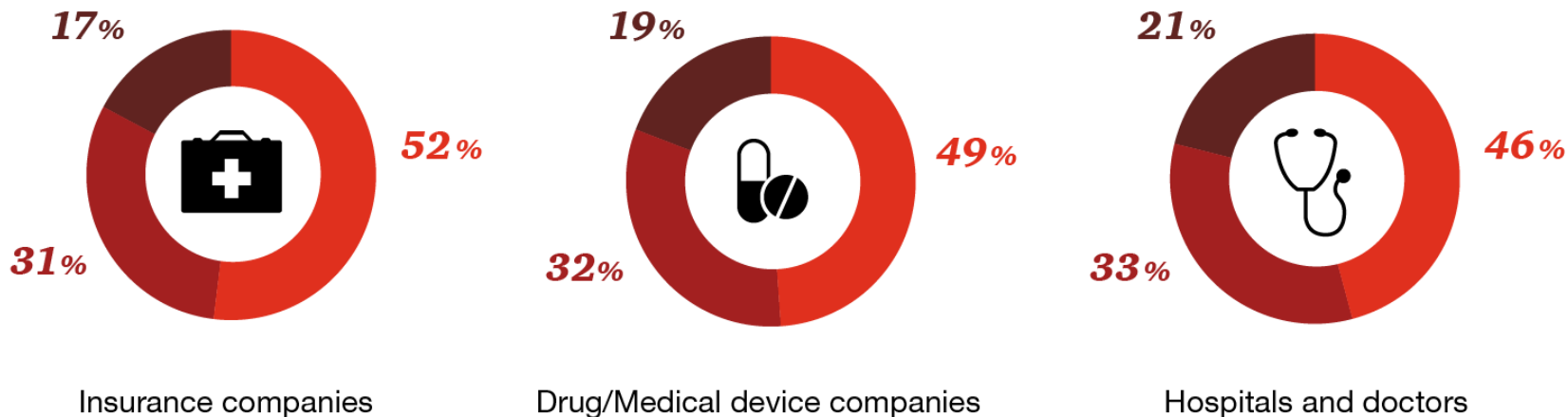
Chart Pack

Customer Experience Series
Health Research Institute
April 2013

Consumers want their feedback tied to healthcare companies' financial rewards

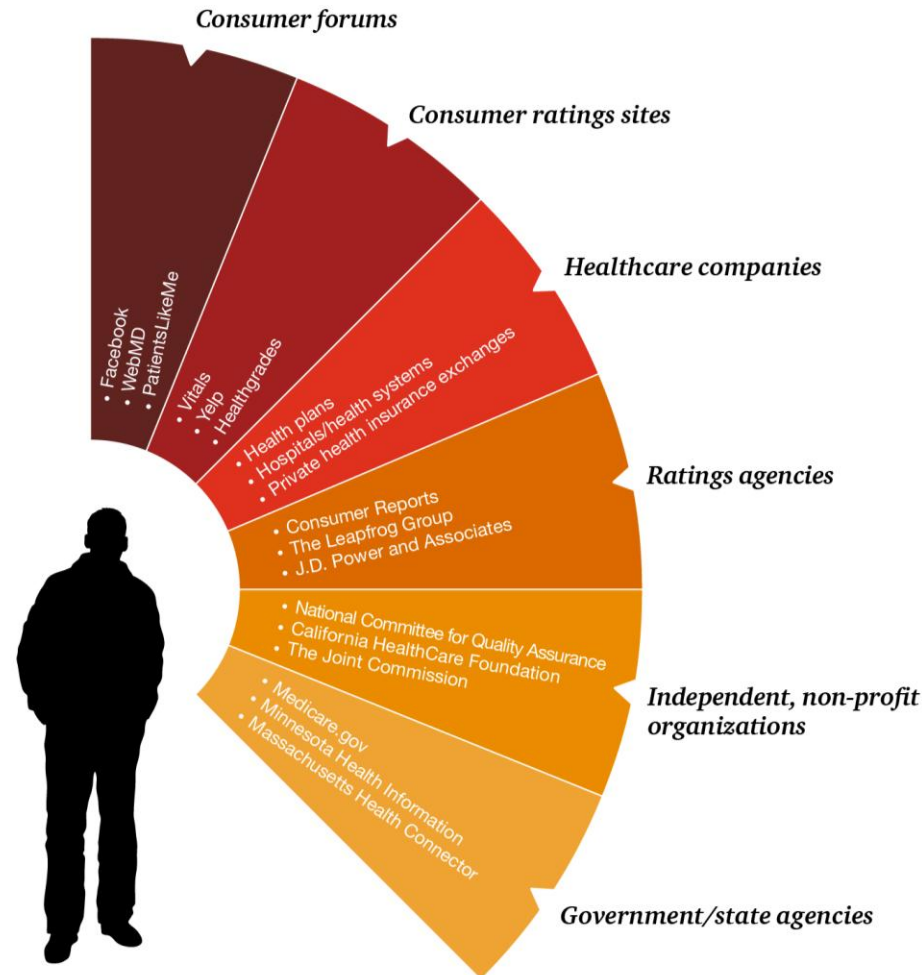
- Strongly agree/agree
- Neither agree nor disagree
- Disagree/strongly disagree

n = 1000



Source: PwC Health Research Institute Consumer Survey, 2012

Consumers face a myriad of healthcare rating and review sources



Note: Figure does not include all sources of healthcare ratings and reviews
Source: PwC Health Research Institute analysis

The many faces of healthcare ratings

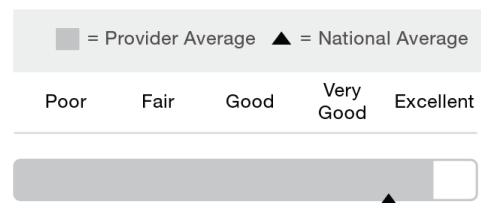
The Leapfrog Group Hospitals



Hospital Safety Score Hospitals



Healthgrades Doctors



Consumer Reports Health plans



Hospitals and drug stores



Medical groups



Yelp Doctors, hospitals and pharmacies



Vitals Doctors

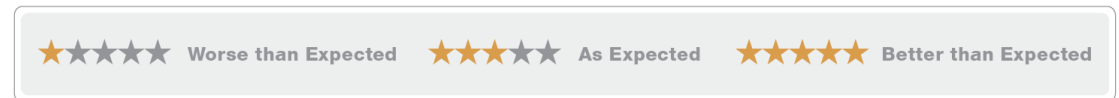


CalHospitalCompare Hospitals

The performance rating icons indicate how well a hospital performed compared with other hospitals.



Hospitals



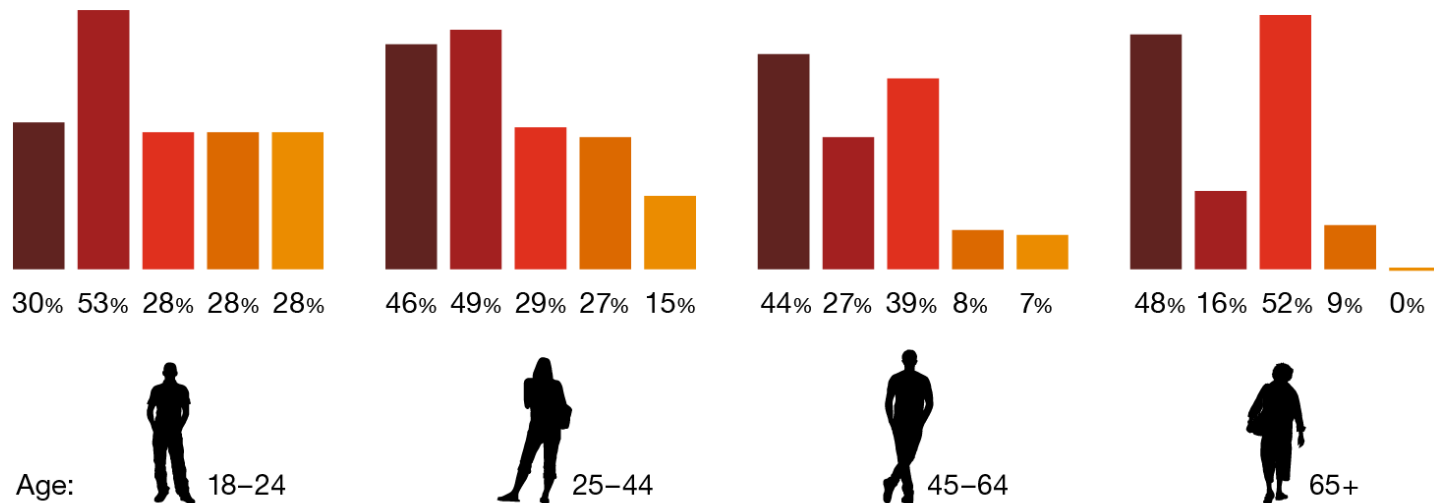
Permission granted by California HealthCare Foundation, Consumer Reports, Healthgrades, The Leapfrog Group, Vitals, and Yelp

Younger consumers prefer social media, older consumers prefer government sources for healthcare reviews

Where have you read reviews for hospitals, doctors, insurance companies, pharmacies, or drug/medical device companies? (Select all that apply)

- Consumer Reports
- Blog or social media site
- Government source
- Yelp
- Angie's List

n = 483



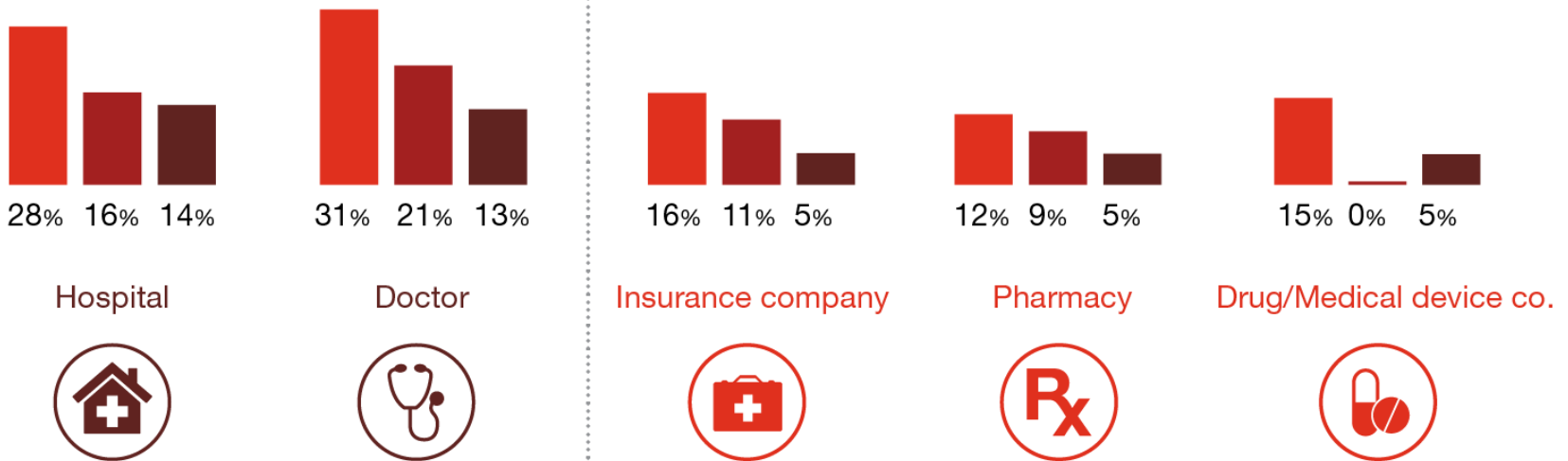
Source: PwC Health Research Institute Consumer Survey, 2012

Hospital and doctor review activity surpasses other healthcare categories

Have you ever read, used, or written a review on any of the following? (Select all that apply)

- Read
- Used
- Written

n = 1000



Source: PwC Health Research Institute Consumer Survey, 2012

For more information

To download the full report, please visit
www.pwc.com/us/scoringhealthcare

pwc.com/us/healthindustries

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